IAMCR
International Council
Section Heads and Working Group Chairs
Durban Conference, July 2012

Report of Activities August 2011 – July 2012
From Publications Committee

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The year 2012 has been interesting for the Publication Committee since, following decisions adopted in Istanbul, it revised and clarified its mandate (A1), attracted new members (A3), started operating as a collective (also making use of technologies for remote working sessions held on a monthly base starting in March 2012 – A2 and A4), and began to develop a publication strategy and working plan for the Association with the aim of reflecting IAMCR's overall mission.

This Report offers an overview of the Publication's Committee's activities between August 2011 and June 2012 and refers to documents circulated in January and February 2012 (reproduced as *Annex 1* to the present Report, and available at: http://iamcr.org/docsreps).

A. General matters:
- revised mandate
- reorganized webspace
- enlarged Committee

A.1 - After the IAMCR Conference in Istanbul, the IAMCR Publication Committee has proceeded, as agreed by the International Council, to **revise its mandate** in order to clarify the main goals and areas of activity of this body. Here is the new text:

1. The Publication Committee's mandate is to foster the circulation and exchange of 'Knowledges and Insights' that emerge from the intellectual work of the Association.
2. The Publication Committee also has a mandate to track and publicize (through the IAMCR announcement list and other relevant channels) all publication-related activities emerging from the IAMCR membership.
3. The Publication Committee takes responsibility in coordinating and/or providing editorial support to publication projects that are developed by IAMCR members. This relates to:

- IAMCR book series
- Conference books
- The Association's Newsletter as a means of information exchange among the membership.
4. The Publication Committee works to foster linguistic and cultural diversity in/through publication activities and to promote better connection between IAMCR and regional academic association, particularly in a South-North perspective, by means of information exchange and cooperation on matters related to the circulation of knowledge and scholarly contributions.
5. The Publication Committee is committed to investigating opportunities and options to promote Open Access to IAMCR publication activities.
6. The Publication Committee should guarantee that all publication-related activities within the Association are presented, and related information is made accessible, in a consistent manner through the IAMCR website.

A.2 - The Publication Committee has also **reorganized its presence on the IAMCR website**, to include access to past reports and relevant documents. All such documents are now available on the web-space of the Publication Committee in the IAMCR website (http://iamcr.org/pubcom-home-news).

A.3 – The Publication Committee has also attracted new members, as agreed by the International Council in Istanbul, reflecting the gender, cultural and disciplinary diversity of the Association. All invited IAMCR members responded positively with enthusiasm, showing the commitment of IAMCR's constituency and recognizing the importance of articulating a publication strategy for the Association.

The **current composition of the Publication Committee** is:

Coordinators
- Marjan de Bruin (Jamaica)
- Claudia Padovani (Italy)

(New) members
- Chandrika Kaul (India)
- Friedrich Krotz (Germany)
- Guillermo Mastrini (Argentina)
- Ibrahim Saleh (South Africa)
- Pradip Thomas (Australia)
- Karin Wilkins (USA)

A.4 – The new Publication Committee has adopted **long distance communication modes** that allowed participants, though scattered around the world, to exchange and share information and ideas, and to operate properly in preparation for the Durban Conference.

Operational arrangements and virtual meetings
As far as operational arrangements, after the new PC was announced to the IAMCR EB and membership (March 2012), it started operating by **a) making use of e-mails, b) holding a monthly skype meeting, and c) setting up a space in dropbox** to make available the minutes of meetings and relevant documents. Such virtual meetings have been coordinated by Claudia Padovani and Marjan de Bruin, and have witnessed a lively participation by new

members from the very beginning; this experience confirms the appropriateness of the decision to enlarge the group in order to share activities but also to develop a more diverse and articulated platform for publication-related issues within the IAMCR.

- First virtual meeting, March 22, 2012
- Second virtual meeting, April 12, 2012
- Third virtual meeting, May 14, 2012
- Fourth virtual meeting, May 21, 2012
- Fifth virtual meeting, June 19, 2012
- Sixth virtual meeting, July 3, 2012

Amongst the various matters the new PC has discussed:
a. **Previous work** >> De Bruin and Padovani have shared the work done by the PC in previous years, including management of the Hampton series (related challenges and lessons learned) and the collective effort to develop a publication strategy (conducted in the course of 2010 and presented at the IAMCR conference in Braga, documentation available at http://iamcr.org/docsreps).
b. **Interests and expertise of new committee** >> by getting to know each other, and sharing respective interests and competences, spaces for contribution by all new components of the PC have been identified.
c. The **meaning of the mandate** to identify shared principles and priorities for the Committee to operate >> ideas have been put forward to make better known and more widely accessible the knowledge produced within the association, in due consideration of the diversity of disciplinary, cultural and linguistic perspectives of its members.
d. **Initial concrete actions** >> in particular in view of identifying potentially interested publishers in different cultural and linguistic regions and of finalizing agreements with publishers that had already been contacted (see below).
e. The PC has also begun **discussing how to organize in a systematic manner** a number of issues that emerged over the past few years, and to address them in the global context of challenges posed to intellectual work and its distribution, including policies adopted by publishers concerning copy rights and open access, translation, decentralization.

In order to keep record of all activities, and to make its operation transparent to the IAMCR constituency, **the Committee is also organizing an archive of its working documents**, meeting minutes, and all individual comments contributed by PC members (for now through the use of dropbox).
All this is currently informing the PC's discussions around a global publication strategy; but a first synthesis of discussion can be found in *Annex 2* of the present Report (edited by Friedrich Krotz).

B. Ongoing activities: publications, publishers and the development of an IAMCR strategy

B.1 – Hampton series
Regarding the Hampton/IAMCR series, as in previous years, the Publication Committee has been:

- Working with the blind peer reviewers. Not many proposals have come in (actually the PC has only been dealing with two new proposals), since Hampton is no longer accepting new titles and no final decision has been taken as to what publisher IAMCR will be partnering with in the future.

- Communicating reviewers' feedback on Proposals to potential authors. All reviewers' feedback was communicated to the potential authors.

- Monitoring ongoing work on publication proposals for which contracts had been issued in previous periods.

Volumes published in the course of 2011 and 2012:

- 2011, September: Peter Putnis, Chandrika Kaul and Jurgen Wilke *International Communication and Global News Networks: Historical Perspectives.*
- 2012, March: Cesar Bolaño, Guillermo Mastrini and Francisco Sierra (eds.). *Political Economy, Communication and Knowledge. A critical Latin-American perspective.* (with a Prologue by Armand Mattelart)
- 2012, March: Andrea Baker, *Virtual Radio Ga Ga, Youths, and Net-Radio: Exploring Subcultural Models of Audiences.*
- Expected 2012, July: Rousiley, Maia. *Deliberation, the Media and Political Talk.*
- Expected 2012, August: Cosette Castro and André Barbosa Filho. *Digital Communication - a South American perspective.*

B.2 – Wiley Blackwell Hanbooks
Series Editor: Annabelle Sreberny
- 2011, Virginia Nightingale, (Ed.), *The Handbook of Media Audiences*
- 2011, Janet Wasko, Graham Murdock and Helena Sousa (Eds.), *The Handbook of Political Economy of Communications.*
- 2011, Robin Mansell and Marc Raboy (Eds.), *The Handbook of Global Media and Communication Policy.*
- Under contract, autumn 2011: Karin Gwinn Wilkins, Thomas Tufte, & Rafael Obregon, *Handbook on Development Communication & Social Change.*
- Under contract, spring 2012: G. Khiabany, H. Tawil-Souri and T. Sabry (Eds.), *Handbook of Middle Eastern Culture and Media.*

B.3 - Steps taken to identify new publishers.

Since 2010 the Publication Committee has worked to identify new publishers and to create the conditions for cooperation towards new (one or more) IAMCR book series.

The Publication Committee, in its enlarged composition, has considered the new publishers with whom there had already been contacts (Palgrave, IB Tauris) and identified other potential publishers, while discussing the pros and cons of cooperating with each of them. Issues such as international distribution, hard cover and paperback publishing, workload for authors and editors, publishing languages, copyrights and open access policies through eBooks production were addressed. Thus the outline of a publication policy emerged and the

PC has attempted to articulate a framework that reflects: the mission of the association, the mandate of the Committee, and a number of core principles concerning access to knowledge for all. This is synthesized in a first version prepared by Friedrich Krotz, to be further discussed in Durban (see Annex 2).

On the basis of such discussions, a set of questions has been prepared and posed to different publishers, including:

- Palgrave Macmillan: Felicity Plester, Senior Commissioning Editor for Culture & Media/Literature with **Palgrave Macmillan**. John and Claudia met her in Braga and the PC has been in contact with since.

- IB Tauris: Philippa Brewester from **IB Tauris**. The President approached Brewester, and Tauris is willing to move quickly.

- **Intellect Books** (Bristol): VP Downing approached this publisher.

- **South Bond** (Penang, Malaysia)

- **Gedisa** (Latin America)

- Journals in Africa

Annex 3 to this Report presents the set of questions that have been posed to the above mentioned publishers. The result of such investigation will be discussed in Durban by the Committee and a note about decisions taken will be circulated after the Conference.

C. Issues to be discussed by the Publication Committee in Durban

No final decision has been taken as for which publishers the IAMCR Publication Committee is going to engage with formally; nor on the delicate aspects of dealing with languages and cultural diversity. But the Committee feels the preparatory work done over the past months will serve as a basis for fruitful discussions in Durban and decisions – concerning the overall strategy and individual agreements with new publishers - are expected as an outcome of discussions the PC will have at the Conference.

In Durban the PC will present its Report to the Section Heads and Working group meeting and to the IC, it will meet three times and will be ready to bring the results of its discussions to the Plenary Assembly on the last day, if space is allocated for a short contribution.

Amongst the issues to be discussed in Durban:

➢ Development of a **strategic plan 2012-2016**: basics of an overall publication strategy in line with the new mandate of the PC (including book series, newsletter etc: starting from January report 2012)
➢ Development of a **working plan towards Dublin** 2013
➢ Further **development of communication modes** of the Committee: archive to access meeting records, regular contribution to the newsletter etc.
➢ **Issues concerning language and cultural diversity**: to be addressed also in the context of similar discussions taking place in the IAMCR

Appendix 1
Progress Report, January 2012

IAMCR Publication Committee Progress Report January 2012

Following the presentation of the Publication Committee's Report at the Istanbul Conference (in the meetings of section heads and working group chairs and in the IC) the Publication Committee was asked to work on three aspects:

- **Reformulating the mission and mandate of the Publication Committee;**

- **Revising the composition of the Committee and suggest names of possible members;**

- **Defining a Scope of Work for the new Publication Committee.**

The present working document provides basic elements of the progress made on the different aspects, including elements for further discussion, as well as open issues.

I. **Reformulating the mission and mandate of the Publication Committee**

We have produced a revised version of the mandate for the IAMCR Publication Committee. Building on discussions at IAMCR Conferences in 2009, 2010 and 2011 and on the collective effort carried on in 2010 to outline a publication strategy for IAMCR, the mandate aims at better reflecting the relevance of publications in the life of the Association and adequately responding to related activities by IAMCR members. The proposed text for the new mandate will be circulated in the coming days for comments by the IC and EB.

II. Revising the composition of the Committee and suggest names of possible members

In order to carry on its revised mandate, the Publication Committee should be composed of (at least) five members reflecting the disciplinary, gender, cultural and linguistic diversity of the Association, in order to better serve the multi-vocal approach of the IAMCR. We propose the following criteria for enlarging the Publication Committee:

- 5/6 members

- balanced gender composition

- adequate representation of research areas in communication studies

- geo-cultural and linguistic diversity

- some experience in publishing-related activities and/or fresh perspective to better serve the multi-vocal approach of the IAMCR. Following the decision adopted by the IC at the Istanbul Conference, we are currently contacting IAMCR members who will be invited to join the Publication Committee.

The outcome of this process will be communicated to the IC before the upcoming Durban Conference.

III. Defining a Scope of Work for the new Publication Committee

Towards the definition of a Scope of Work aimed at strengthening the capacity of the new Publication Committee to support IAMCR publication-related activities, the following matters are being considered:

a) Relationships with all publication-related activities within the IAMCR. b) Developing a work plan. c) Elaborate internal communication modes for the Committee.

III. a) Relationships with all publication-related activities within the IAMCR

Book series (post-Hampton)

Considering that Hampton Press will stop its publishing (but will continue to distributed already published titled in the IAMCR series), the PC has been looking into opportunities to develop collaborations with new publishers, in due consideration of their distribution capacity, willingness to publish for broad publics as well as in languages different from English. Contacts are still ongoing. A decision will be taken in the coming weeks and communicated to the IC and EB.

Handbook series (Blackwell)

The Blackwell Handbook series is showing the potential of collecting and mastering the intellectual work of IAMCR sections and thematic strands. Three Handbooks have been published in 2011 (info available at: http://eu.wiley.com/WileyCDA/Section/id-410903.html):

- o *The Handbook of Political Economy of Communications,* edited by Janet Wasko, Graham Murdock and Helena Sousa;
- o *The Handbook of Media Audiences,* edited by Virginia Nightingale; § *The Handbook of Global Media and Communication Policy,* edited by Robin Mansell and Marc Raboy.
- o **List third?**

Conference books

Books from IAMCR conferences are a responsibility and choice of the Local Organizing Committee (LOC). Two books have been published as outcomes of recent Conferences:

- o Mexico 2009: *Vega Montiel Aimée (ed) (2012) Communication and Human Rights, UNAM-CEIICH / IAMCR (404 pages. English / Spanish, bilingual edition)*
- o Braga 2010: *Pinto, Manuel e Sousa, Helena (eds.) (2011) Communication and Citizenship, Rethinking Crisis and Change, Coimbra: Gracio Editor.* Free for download in the Communication and Society Research Centre site: http://www.comunicacao.uminho.pt/cecs/publicacoes.asp?startAt=2&categoryID=678&newsID=2324

The IAMCR Newsletter

The IAMCR Newsletter features information about IAMCR activities and events and news about grants, scholarships and opportunities for collaboration. The newsletter is edited by IAMCR Vice-President John Downing with the assistance of Comunica. Issues of the newsletter are emailed to IAMCR members. Past issues are available online for the general public on the IAMCR website: http://iamcr.org/newsletter-newsmenu-335

III.b) Developing a work plan

The work plan will be elaborated by the new/enlarged Publication Committee, and will promote articulation and synergies between the following activities:

- o IAMCR publication series (Blackwell Handbooks and new series to be set up);
- o IAMCR Conference books (role of Publication Committee, general guidelines to LOC, fostering open access to online volumes);
- o IAMCR newsletter;
- o IAMCR *eConversations series on IAMCR website (From discussion in Istanbul:* These could consist of e.g. 1000-word interventions on specific issues the Associations deems as important; such as: South- North dialogue; 'greening' and scholarly activities...);
- o Outreach to other publication initiatives and communities (create connections to journals in Africa, Asia, Latin America; and with regional associations around publications. Consistently, expand list of Communication Journal on IAMCR website);
- o Move forward on proposals made for an IAMCR publication strategy (as per report presented in Braga 2010);
- o Else...

III. c) Elaborate internal communication modes for the Committee to work in an effective and transparent manner

The new Committee will discuss how best to facilitate exchange amongst PC member and between Committee and membership at large:

- o The PC will have a dedicated mailing list for exchange of information among members of the Committee;
- o It will operate through skype/virtual meetings at least once every two months and produce short reports to be circulated;
- o It will produce a yearly Report to be presented at IAMCR Conferences;
- o It will coordinate content of publication-related materials on the IAMCR website;
- o It will develop effective mechanisms to keep track of ongoing publications by IAMCR members within IAMCR series;
- o o Else...

Appendix 2
About a publishers network for critical concepts
(synthesis of PC discussions by Friedrich Krotz)

Promotion of critical concepts, research, and theory is a main aim of IAMCR. Another main aim of IAMCR is to promote cultural and language diversity. *A publication policy of IAMCR then has to aim: to promote the creation of critical thought and theory in the different cultures of the world and to support equal access for all cultures and language groups respective the academic institutions to that critical thought and theory.* This then demands that critical thought and theory may be published world-wide, through globally publishers able to sell IAMCR generated books at reasonable cost.

As long as we do not have a Babel fish, translations are expensive, especially if every book or article written in one language should be translated into all other languages. In the long run, it may be possible to support more than one language, but IAMCR today even cannot guarantee a translation of a conference or a paper in or from one of the three supported languages (English, French and Spanish). We thus should concentrate on one language first that may be helpful to connect the people from different cultures. Currently English serves as the language that is most known as a second language of this group of people. This means that we should consider supporting translations from and into English. If English is understood to be the lingua franca of academic culture, we can also expect that more and more academic researchers in the age of the internet will learn some English as a second language, so that they may not any longer need translations for the distribution of their intellectual work. There then is only a support in writing, e.g. proof reading, and in reading necessary, which is much cheaper than a translation.

 In such a setting, the *Publication Committee (PC)* can concentrate – maybe as a first step – on solvable tasks: It *should care for cultural diversity of the input and make the output accessible for all.*

Cultural diversity of the input: this on the one hand will be a long-term task of the PC. But besides the organization of handbooks and similar book series, we should care for organizational structures such that others support what we are doing. This is the background of the proposal, to organize a common portal for academic journals from different cultures to start an exchange between them, for instance by helping them to write in a first step English language abstracts of their articles and thus begin an exchange of topics and critical perspectives.

Access for all to the output: In the first step, this means access to English language books and journals with critical theories, research and ideas. This means that we need publishers who distribute the books and other content organized or edited by IAMCR and IAMCR members not only in the northern parts of the world, but also in the other ones. And the prices must be calculated such that also people and libraries of the southern parts of the world can pay them. IAMCR thus *must organize a network of book publishers in the world, such that the rich ones support the poor ones.* We do not need only hard cover books, but also paperbacks and Ebooks, with low prices in the southern parts of the world.

Thus we need publishers who support this. Here, *different ways and solutions seem possible.* The starting assumption is that there today are no publishers who distribute books to the whole world at a low price. The great publishers today are located in England or US and make their money with hard cover books especially in the northern parts of the world. We ask then whether we might a find a publisher;
- who distributes books globally as E-books and has low prices in the south?

- who produces hard cover books in English for the libraries of the north, willing to make these accessible one year later as an E-book, for a price that may be different in low income countries, following the UN segmentation?
- who owns the rights of a hardcover book only for a year and then would allow IAMCR to transfer rights to an E-Book publisher for a low price?
- who gets the rights of a hardcover book only for the higher income countries, e.g. in northern America, Europe, Japan and Australia and so on, but supports by his earnings other publishers in the south who have the e-book-rights and lower costs for Africa and other low income countries?
- Who can support other possibilities, such as journal publications?

We thus need publishers who are interested supporting such a strategy for IAMCR. They must understand that books do not necessarily cost the same for all constituents, independent of the income of the people. They must develop an E-book-Strategy for the south or at least accept the IAMCR PC strategy.

Are there publishers who accept to get the rights only for a year or two? Are there publishers in the north who may accept such a strategy of IAMCR? Are there publishers in the north who are ready to transfer a part of their income from expensive hard cover books with publishers in the south? Or make it possible to sell the same book in hard cover and as an Ebook? Do such publishers exist?

(this last paragraph may be repeating same ideas as bullet points above and not be necessary).

Appendix 3
Questions posed to publishers, in view of developing cooperation around publication activities that reflects the mission of the IAMCR as understood by the new Publication Committee

General questions concerning publication policies and distribution

1. What policy concerning hardcover and paperback?

2. Existing policies concerning e-books?

3. What scope of distribution (worldwide)?

4. Existing policies to decentralize distribution (including translation or agreements with regional publishers)?

5. Existing policies for open-access to published materials (pre-prints, post-prints…)?

6. Royalties and possible agreement with IAMCR?

7. Which legal frameworks (re rights) are being used and do they vary across regions (country or region specific?)

8. What is the publisher's policy regarding translations?

9. Is there flexibility to profile an IAMCR series across currently existing series within the publishers' structure (look at website and notice existing series)?

Specific questions concerning production/publication

10. What workload expected from authors until proposal gets to publisher?

11. What workload expected from authors following production process?

12. What workload expected from series editors until proposal gets to publisher?

13. What workload expected from series editors following production process?

14. What time frame for production (and routines for distribution)?